

**COMMUNICATIONS AND  
PUBLIC OUTREACH PLAN**  
**The Redevelopment Agency of the  
City of Long Beach, CA**



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# COMMUNICATIONS AND PUBLIC OUTREACH PLAN

## The Redevelopment Agency of the City of Long Beach

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**COMMUNICATIONS AND PUBLIC OUTREACH PLAN**  
**The Redevelopment Agency of the**  
**City of Long Beach, CA**  
**2005-2006**

**EXECUTIVE SUMMARY**

This document is the Communications and Public Outreach Plan of the Redevelopment Agency (Agency) of the City of Long Beach, which will guide the Agency's communications and public outreach efforts and those of an Agency Public Information Specialist. The Communications and Public Outreach Plan (Plan) includes an overall strategy for communicating with key audiences in Long Beach, a detailed plan for executing this strategy, including clearly identified tasks and timelines, and a plan/schedule for meeting immediate needs as well as a long-term schedule for implementation of ongoing and discreet tasks/projects/plans.

This outline was developed through extensive review and analysis of existing communications documents and materials, meetings and interviews with key constituents (including but not limited to Agency and other City staff, Project Area Committee members, members of the Redevelopment Agency Board and members of the City Council) and the synthesis of additional materials that identify areas of communication needs within the Agency, in particular the recently completed (May 31, 2005) Independent Study of Redevelopment in Long Beach by the Clarion-Waronzof-Consensus Planning Consultant Team.

The Communications and Public Outreach Plan is being developed to meet the communication needs of the Redevelopment Agency and to capitalize on the numerous opportunities created by the active and successful work of the Agency and the desire of the Agency to plan, promote and increase awareness of the Redevelopment Agency's overall mission, goals and projects through media outreach, internal and external communications and public education, outreach and engagement.

As is outlined in the Communications and Public Outreach Plan, the goal of the Agency to communicate clearly, proactively and effectively with key Long Beach audiences will be best met through comprehensive planning, the ongoing guidance and implementation by a Public Information Specialist and an integrated set of communication tools and activities.

Following a discussion of audiences to be targeted and key messages for the Redevelopment Agency, the Communications and Public Outreach Plan is broken down into a detailed Implementation Plan, which is designed to act as a schedule of tasks to be completed within the first year of the Plan. Following the first year Implementation Plan there are suggested action items for the second year of the Plan.

This Plan will be presented to Community Development and Agency staff, the Project Area Committees, the Agency Board and City Council for comments and input through January 2006. The implementation of the Plan, should it meet with approval from these parties, will begin in full in February 2006.

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**City of Long Beach, CA**  
**2005-2006**

**I. SUMMARY/ OVERVIEW OF COMMUNICATIONS**  
**AND PUBLIC OUTREACH PLAN**

The document is the newly developed Redevelopment Agency (Agency) of the City of Long Beach Communications and Public Outreach Plan (Plan), which, when will be a comprehensive document that includes an overall strategy for communicating with key audiences in Long Beach, a detailed plan for executing this strategy, including clearly identified tasks and timelines, and a plan/schedule for meeting immediate needs as well as a long-term schedule for implementation of ongoing and discreet tasks/projects/plans.

This Plan was developed through extensive review and analysis of existing communications documents and materials, meetings and interviews with key constituents (including but not limited to Agency and other City staff, Project Area Committee members, members of the Redevelopment Agency Board and members of the City Council) and the synthesis of additional materials that identify areas of communications needs within the Agency, in particular the recently completed (May 31, 2005) Independent Study of Redevelopment in Long Beach by the Clarion-Waronzof-Consensus Planning Consultant Team.

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As is outlined in the Communications and Public Outreach Plan, the goal of the Agency to communicate clearly, proactively and effectively with key Long Beach audiences, will be best met through comprehensive planning, ongoing guidance and implementation by a Public Information Specialist and a set of communication tools and activities such as media events, community education, outreach and engagement activities, a dynamic website, electronic and other types of newsletters and publications, a comprehensive and aggressive media strategy including placement of articles and op-eds, press releases, an active speaker's bureau, promotion and publicity of ongoing projects and other communications materials and activities.

This Plan also includes a method for evaluating the ongoing effectiveness of the communications activities of the Agency, which will allow the Agency to make adjustments and improvements to its public outreach efforts on a regular basis.

## **II. MISSION OF THE REDEVELOPMENT AGENCY**

The mission of the Redevelopment Agency (Agency) is to enhance the quality of life by improving blighted areas of Long Beach, revitalizing neighborhoods, promoting economic development, creating jobs, providing affordable housing and encouraging citizen participation.

## **III. GOALS AND OBJECTIVES OF COMMUNICATIONS AND PUBLIC OUTREACH PLAN**

The following goals are specific to the Redevelopment Agency:

- Promote and publicize successes – past, present and future – of the Agency.
- Develop Agency key messages – what we want public to know about Agency and redevelopment in Long Beach.
- Use communications/public outreach to improve understanding of Redevelopment Agency activities, mission, roles and responsibilities with the general public, media, Project Area Committees (PACs), City Council and other City staff and officials and local businesses, and prospective businesses.
- Increase media interest and awareness of Agency goals and activities; develop strong relationships with media by providing ideas, information and access on an ongoing basis.
- Reduce negative press or public perceptions of the Agency, improve the Agency's image.
- Increase and encourage diversity in redevelopment activities, events and meetings by providing multi-lingual communications tools and events as appropriate.
- Develop marketing mechanisms for promoting and publicizing success of the Agency.
- Develop premiere communications/public outreach program for the Agency.
- Increase transparency of Agency activities.
- Improve relationships between staff, PACs, community members, City Council, Redevelopment Agency Board, etc.

The following are specific objectives of the Communications and Public Outreach Plan:

- To inform and educate media, general public and City officials and staff on Agency decision-making process, making clear and concise connections between the decisions and choices made by the Redevelopment Agency and short and long-term needs of the City of Long Beach.
- To create forums and venues for informative dialogue among general public, media, City officials and businesses.

- To provide information, statistics and anecdotal information about the activities of the Agency to general public, media, City officials and businesses.
- To act as a resource and clearinghouse of information for the media with the goal of becoming a “must quote” organization on redevelopment and related quality of life issues in Long Beach.
- To provide a voice to citizens who are affected by redevelopment projects and other quality of life issues in the City of Long Beach.
- To ensure that the general public has access to all the information it needs on redevelopment activities in the City of Long Beach.
- To ensure that the business community of Long Beach and outside of the City has all the information it needs on redevelopment activities in the City of Long Beach.
- To increase awareness among other City staff of what the Agency does and its successes.
- To educate and inform non-Long Beach residents and businesses of the superior quality of life the City offers and the high success rate of redevelopment projects in the City.

#### **IV. TARGET AUDIENCES**

The following audiences are the key targets of the Communications and Public Outreach Plan for the Redevelopment Agency, including a description for each:

1. General public: Includes all citizens of Long Beach.
2. Business community in Long Beach: Includes City business owners and employees.
3. Communities impacted by redevelopment projects: Includes all residents and businesses in the areas being affected by redevelopment activities.
4. Media: Includes Long Beach print, broadcast, radio and internet media.
5. City officials and City employees: Includes all employees and elected officials of the City of Long Beach.
6. Redevelopment staff and Board: Includes Redevelopment Agency staff and Redevelopment Agency Board members.
7. PACs: Includes all members of Project Area Committees.
8. Non-PAC members interested in redevelopment: Includes citizens who are interested in redevelopment activities but do not have time to attend meetings.

9. Prospective businesses outside of Long Beach: Includes companies outside of Long Beach who may be interested in locating in the City.
10. Public beyond City of Long Beach: Includes general population outside of the City who may be interested in City of Long Beach.

## **V. MULTILINGUAL COMMUNICATIONS**

The Redevelopment Agency is highly committed to reaching out to all members of our target audiences. To accomplish that goal, the Communications and Public Outreach Plan is designed to utilize communications tools that will be made available to non-English-speaking members of the general public as well as those who speak English.

One primary way of doing this will be by utilizing translators at all appropriate meetings and by posting events and meetings in multiple languages (primarily Spanish and Khmer). The cost of translation services has been included in the overall Communications and Public Outreach Plan Budget.

The Agency will also designate three staff members to act as Community Outreach Specialists. This person will be an ongoing Spanish-speaking resource for all project activities and act as a liaison between the Spanish-speaking members of the communities we work in and Agency staff.

## **VII. KEY MESSAGES**

The following are proposed key messages for the Redevelopment Agency of the City of Long Beach. Key messages are developed as a short list of things the Agency wants members of targeted audiences to know about the Agency. All communications and public outreach activities are built around these messages. When communications and public outreach efforts are successful, targeted audiences will have incorporated these messages into their understanding of the Redevelopment Agency.

- The Redevelopment Agency has a long history of success.
- Quality of life in Long Beach has been greatly improved by Redevelopment Agency projects.
- The Redevelopment Agency encourages, supports and provides opportunities for public involvement/input in the development process through the PACs and other events and activities sponsored by the Redevelopment Agency.
- The Redevelopment Agency has a committed, professional and effective staff.
- Redevelopment is necessary to maintain and enhance Long Beach's quality of life.
- While some displacement and gentrification occurs, residents and businesses are treated fairly, with generosity and humanity.
- The Redevelopment Agency conducts all its business ethically and with financial integrity.

## **VII. STRATEGIES FOR SUCCESS**

### **1. The Independent Study of Redevelopment in Long Beach**

The Redevelopment Agency recently completed (May 31, 2005) the Independent Study of Redevelopment in Long Beach by the Clarion-Waronzof-Consensus Planning Consultant Team. By developing a comprehensive public input process, measuring performance by the Redevelopment Agency and comparing Long Beach's redevelopment projects to the experience of other cities, the consultant team was able to examine the effectiveness of the Agency and develop a series of recommendations to improve the internal and external working of the Agency.

### **2. Communications and Public Outreach Issues to be Addressed**

The following are communication-related issues that were discussed at various points in the Clarion Independent Study of Redevelopment in Long Beach, as well as through research and analysis and meetings/discussions with staff, Redevelopment Agency Board members, PAC members, business and community members and City officials. These are issues that will be addressed and mitigated through the successful implementation of the Communication and Public Outreach Plan:

- Need to improve general understanding of roles and responsibilities of the Redevelopment Agency Board, City Council, City Manager, Agency staff, PACs, and the public in the redevelopment process.
- Need to articulate more clearly balance between short-term and long-term needs of the City and how redevelopment projects serve both or why one was chosen over another.
- Need to improve general understanding of why the Agency chooses the projects it chooses and how much public input there was in the selection process and how the projects improve and eliminate blight.
- Need to increase general understanding of what blight is and eminent domain.
- Involve historic preservation community more closely in redevelopment activities and incorporate them into decision-making process.
- Communicate why some projects are not selected, share the selection process and criteria and communicate to general public why some projects are more immediate or desirable than others for overall quality of life.
- Communicate realistic timeframes from the beginning of a project to ensure that expectations are accurate; communicate/educate why projects take a certain amount of time.
- Create proactive and aggressive communications with public to address a lack of trust – identified in the Independent Study – that their input is needed and desired and heeded when possible; and explain why it wasn't heeded if it wasn't.
- Need to increase public involvement from non-PAC members.
- Need to gather input from PAC and non-PAC members at onset of project.
- Need to publicize successes.
- Need to make sure the public knows that citizens were involved in the process.
- Need to tell the entire redevelopment story as part of an overall Long Beach success story.
- Need to increase public attendance at meetings through better/expanded publicizing of meetings and through cable TV channel broadcasts.



- Need to increase general public's understanding of how redevelopment issues affect their daily life – tell the story, make the connections.
- Make sure whenever staff, Redevelopment Agency Board, PACs communicate about projects they have the tools to tell the story of how it fits into a longer, strategic redevelopment plan.
- Increase understanding of what the costs and benefits are of projects – why they are worth it.
- Educate people about how the Agency works internally and externally.
- Create internal communications vehicles for sharing information.
- Encourage citizens to look at redevelopment as more than building projects – also about broader neighborhood and community issues.

### **3. Recommendations from the Independent Study of Redevelopment in Long Beach**

One of the main recommendations to emerge from the study is to improve public involvement and communications in order to communicate to the public information about redevelopment in general, as well as information about specific projects that are proposed or under construction. As part of this recommendation, it was found there is also a need to actively involve members of the public in specific redevelopment activities, including the PACs and non-PAC members. The specific recommendations in this area of the Independent Study include:

1. Build strong relationships between the PACs, the general public, and staff.
2. Maintain strong relationships between PACs and the Agency Board:
  - Ensure Redevelopment Agency Board actions are transparent to PACs and others.
  - Encourage PAC membership to be as inclusive and representative as possible.
  - Take action when PACs are not representative.
  - Adopt policies and standards for PAC engagement.
3. Seek Broad Public Involvement Beyond PACs
  - Implement expanded public notification.
  - Staff should reach beyond the PACs for input.
  - Consult before applicant invests funds in project design.
4. Create wide-ranging public information and education program:
  - Dedicate staff time to public information.
  - Ensure a broad array of public information/education initiatives.
  - Provide targeted training and education to PAC leadership and members.
  - Consider using PACs to build broader neighborhood support.
  - Communicate realistic project timeframes.
  - Communicate project results to the public at several points in time.
  - Adopt annual targets and measure performance against them.

Although the actions required to meet some of these recommendations will require efforts in addition to the Communications and Public Outreach Plan, a comprehensive, proactive and effective program as outlined in this document will serve to support the actions of the entire Redevelopment Agency.

## **VIII. BUDGET**

The following is a preliminary annual budget for staffing and implementation of the Communications and Public Outreach Plan, showing key elements:

### **Staffing**

- Redevelopment Agency Public Information Specialist (classified civil service position):  
Salary \$70,000 (\$100,000 would include all benefits):
- Community Outreach Specialists (3)  
No additional cost
- Translators at all appropriate meetings:  
\$20,000/year (based on 100 meetings per year at the cost of \$200 per hour for Spanish, Khmer or other translation).

### **Other Items**

- Advertising, Brochures, Printing of other materials:  
Advertising - \$25,000  
Other printed materials - \$25,000
- Banners and Signs:  
\$85,000 per year includes signs, pole banners, other banners and monument signage

Total Cost of Communications and Public Outreach Program annually: \$235,000

## **IX. COMMUNICATION AND PUBLIC OUTREACH PROJECTS**

### **1. REDEVELOPMENT AGENCY ONLINE NEWSLETTER**

**(See Exhibit A)**

#### ***“Spotlight on Redevelopment: An Online Newsletter of the Redevelopment Agency of the City of Long Beach”***

##### Long Beach Redevelopment Agency Online Newsletter

The Redevelopment Agency e-newsletter will be developed as an online newsletter and be published each month online at the Agency’s web page. Also, it will be prominently linked to the City of Long Beach website and will be designed in a printable, color format to allow staff and other interested parties to print copies directly from the website for distribution and/or mailing.

The newsletter will be a two page document with 2-3 short notices/articles and regular features such as Project Updates, Meet the Redevelopment Agency Board, Calendar section and others.

##### “Name the Newsletter” Contest

Redevelopment Agency staff was asked to participate in a “Name the Newsletter” contest in October 2005, which resulted in more than 40 entries. The winning name of “Spotlight on Redevelopment: An Online Newsletter of the Redevelopment Agency of the City of Long Beach” was submitted by Cassie Harmison-Perez.

##### Newsletter Content/Editorial Suggestions

Content will be created by Public Outreach Consultant Mary Nemick. Editorial ideas and suggestions, including calendar items should be submitted to [Mary\\_Nemick@longbeach.gov](mailto:Mary_Nemick@longbeach.gov).

##### Publicizing Online Newsletter

A publicity campaign to notify readers of new e-newsletter will be conducted through the following communication tools:

- Newsticker on City homepage
- Council-ticker
- Global email to employees
- November on-hold phone message
- Notice on City website homepage
- Press release
- Public Announcement document
- Notice in The Wave
- Putting newsletter in utility bills
- Distribution through Neighborhood Services.

We will also ask that the PACs notify their members through their mailing lists and by handing out copies at their meetings.

## **2. PUBLIC OUTREACH ACTIVITIES**

The following activities will be implemented to increase communication with the general public and City of Long Beach staff. They will include use of already existing communications tools and the creation of new tools.

### **Staff Communication Tools**

#### **1. Monthly Public Outreach Report**

The Agency will develop a monthly Public Outreach Report that highlights the outreach and communications activities of the Agency. This Report will be sent out to all City Managers, officials and the PACs. It will be posted online for the general public. It will include all events, activities and meetings that took place in the community involving redevelopment projects and activities or any event, meeting or activity that Redevelopment Agency was a sponsor or partner.

***The following are other ways to communicate information to staff:***

#### **2. Employee Payroll Stuffer (6000 copies)**

Submit notice/information to stuffer on RDA activities  
Contact: Human Resources

#### **3. Employee Bulletin Board**

Submit notice/information on RDA activities  
Contact: Kathy Parsons

#### **4. Global Email to Employees**

Submit notice/information on RDA activities  
Contact: Kathy Parsons

***The following are General Public Communication Tools the Agency will use to communicate with our Target Audiences:***

### **General Public Communication Tools**

#### **1. Community Announcements (See Exhibit B)**

The Agency has developed a communications tool called a Community Announcement that is utilized to communicate with the general public and publicize Redevelopment Agency projects, announcements, events, activities and meetings.

The format is a one-page description/notice and includes a photo or image of some sort. This is usually sent out at the same time a Press Release is sent out and is used to provide a visually interesting way to communicate information of interest to our target audiences.

## **2. E-Notify**

- The Agency is adding a link to the E-Notify sign-up page that will allow citizens to receive information on Agency activities, events, meetings and newsletter
- The Agency is adding a note in all our publications and communications encouraging interested citizens to sign up for E-Notify and receive information on Agency activities
- The Agency will begin to hand out blue slips of paper with E-Notify information at all our meetings and distribute fliers urging people to sign up to all community centers, PAC offices, etc.

### *E-Notify Notice*

Language for the Redevelopment Agency's E-Notify publicity will be: "Wondering What's Happening with Redevelopment in the City of Long Beach?"

With the City of Long Beach's E-Notify system, information you've selected will be sent directly to you via email, including information on Redevelopment Agency meetings, events, and other activities. You can also sign up to receive our new monthly newsletter, "Spotlight on Redevelopment: The Online Newsletter of the Redevelopment Agency of the City of Long Beach."

Sign up today! Go to [www.longbeach.gov](http://www.longbeach.gov) and click on "E-Notify" on the left side of our homepage. Be sure to check that you want to get information about the Long Beach Redevelopment Agency. In the event of an emergency all E-Notify subscribers will receive online information. "

## **3. Calendar Usage**

- City homepage link to Master Calendar: add Agency events, meetings and activities
- Add items to Agency Calendar each month including Agency Board meetings, PAC meetings, other meetings, activities and events

## **4. The Wave (170,000 households and businesses; also online)**

Submit notices and items to city newsletter The Wave

## **5. Council Crawler**

Submit notice/information on Agency activities

## **6. Community Centers and PRM Distribution List**

Submit notice/information on Agency activities

## **7. Flier to Neighborhood Association Newsletter Boxes (150 copies)**

Submit notice/information on Agency activities

## **8. NRC Newsletter (2500 copies)**

Submit notice/information on Agency activities

## **9. Chamber of Commerce Newsletter (2200 copies)**

Submit notice/information on Agency activities

**10. Email to Community Members (1000 recipients)**

Submit notice/information on Agency activities

**11. Newsticker on City homepage**

Submit notice/information on Agency activities

**12. Add article on City's homepage on Agency newsletter**

Submit notice/information on Agency activities

**13. Speakers Bureau**

Increase knowledge of redevelopment activities by participating fully in City Speakers Bureau.

### **3. WEBSITE REDEVELOPMENT**

One of the most important tools available to public agencies today is a website. The City of Long Beach has an extensive and useful website that includes information vital to the general public. The Redevelopment Agency has developed their portion of the City's site in tandem with the site's overall design and subject matter.

By expanding the Agency's website we can include new subject matter, additional information, up-to-the minute information on events and meetings, media tools and information and features that will make the site interactive.

This is a critical component of the Communications and Public Outreach Plan. It must not, however, be seen as the only way the Agency communicates with the public, since not all residents have or seek ready internet access. Thus, for example, the e-newsletter being designed for the Agency will be in a format that is printable, allowing staff and others to print out copies for meetings and other events or to mail to interested parties.

The newly-designed site will follow the general format of the City's site but at the same time it will incorporate new information.

This overview indicates existing information on the site and new information to be added, as well as a description of the information to be added.

The goal of this redesign is not only to expand the site to include additional information, tools and interactive capabilities, but to make the existing information more reader-friendly. The new site will also attempt to tell the story (including history) of redevelopment in the City of Long Beach by focusing on individuals who do redevelopment and the people who have been helped by redevelopment (success stories) and less on the process of redevelopment.

## **4. PROJECT SITE SIGNAGE**

Overall, the general policy for posting signage for Redevelopment Agency projects is to post a sign that says “Another Redevelopment Agency Project” banner (along with a City banner) at the time the site is cleared. When a groundbreaking has occurred a wood sign is put up with a rendering of some sort of the completed project.

### **ADDITIONAL SIGNAGE PROGRAMS**

#### **Pole Banner Program**

- Currently there are 16 banners in the Historic Core of North Long Beach and 14 in North Village. These are hung on light poles wherever they are allowed (there are restrictions to hanging them on street corners for example and on signal lights or street signage).
- The banners in these areas are changed quarterly, generally by the season and holiday; this year the North Project Area Committee will hang flags for Veterans’ Day and after that holiday has passed a holiday season banner will be hung.
- There are always banners up in those areas
- Banners include the Agency logo and the North Long Beach Project Area Committee logo
- Other Project Areas work with staff to produce banners as needed.

#### **Street Construction Signage**

- The Agency works with Public Works and any other partners to develop a design for street construction signs. Public Works needs to sign off on where the signs are located due to site lines and construction needs
- Staff assists Project Areas in need of signage
- These signs often include the Council member’s name, the Mayor’s name and all the agencies involved in a project with a schematic or graphic.
- Currently the design includes estimated completion season or year and is also used to notify drivers of expected delays.

#### **Commercial Façade Signage**

- Anytime there is work being done on a commercial façade, the Agency places large banners at the site at the time construction starts; banners are left up for 30-60 days after construction is over.
- Banners read: “Another Redevelopment Agency Project -- Commercial Façade Improvement Project” with the Agency’s phone number.

#### **Public Parking Signage**

- When a lot that has been used as public parking is being developed, signage is used to direct people to alternative lots during construction.

## **Park Signage**

- When a future park site is acquired, signage is posted on the vacant lot that reads “Future Site of Public Park” as well as an additional City sign by Parks, Recreation and Marine Department.

## **5. MEDIA RELATIONS PLAN**

The following document details the components of a comprehensive Media Relations Plan for the Agency, developed as a plan for working with area media to increase awareness and understanding of redevelopment activities in Long Beach, as well as utilize media outreach as a way to improve the image of the Redevelopment Agency.

### **Press Relations**

The Agency will continue to work closely with local media outlets by setting up meetings with relevant reporters and editors. Meetings will be used to introduce the Agency’s communications program and tools and establishing methods for utilization. The meetings will also be used to pitch story ideas and other suggestions to the media outlets and begin to develop future ideas for stories.

### **Press Releases**

It is important to regularly communicate with the public through the media. We will begin regularly disseminating information to the press through regular press releases that will be sent to the press and also posted on our website in the Redevelopment section.

The Agency is creating a separate identity for Redevelopment Agency press releases by creating a separate archive for Agency releases and additional navigation to that site. The City Manager’s office will continue to disseminate Agency press releases.

The following steps need to be taken:

- Work with Technology Services to complete website changes
- Develop press release format
- Add link to City’s press release page that says: “Redevelopment Press Releases”
- Create page for the Agency website press releases

### **Press Tours**

Lead regular tours of project sites with local press led by redevelopment officials.

### **LBTV PSAs (30 second)**

The Agency should consider the use of Public Service Announcements, which can be used to disseminate information that is deemed



### **LBTV Snapshot Long Beach (3-4 minutes)**

“Snapshot” is a 3-4 minutes segment produced by Channel 8 in a newsmagazine style. Staff will meet with the producer of this segment and discuss the possibility of developing a story about a redevelopment project as a way to tell the story of redevelopment in Long Beach, such as the development of a project that resulted in a renewed neighborhood and increased economic activity and improved quality of life.

Staff will continue to meet with producers and generate stories ideas and suggestions to use this communications tool.

### **LBTV Billboard – “The Source”**

As an additional way to get calendar information disseminated, PIO will submit notices of meetings, activities and other RDA events to the billboard for regular posting.

### **Long Beach Business Journal Guest Commentary**

Agency will contribute regular columns to the Long Beach Business Journal in their Perspectives column, which will discuss redevelopment projects and other activities.

The columns will be an opportunity to discuss various redevelopment issues, projects and successes and will enhance the Agency’s image in the public as engaged and actively involved in communicating to the general public.

### **Channel 8 Broadcasts of Redevelopment Agency Board Meetings**

If approved the Agency will begin broadcasting the Redevelopment Agency Board Meetings on Channel 8.

The City’s Technology Services Department has the capability of broadcasting Redevelopment Agency Board meetings on Long Beach Channel 8.

### **“Heart of the City” – Channel 8**

Mayor Beverly O’Neill hosts a regular show with a member of City Council and other guests. Agency will discuss with Channel 8 producer and the Mayor’s office about regularly including redevelopment officials in the program depending on the appropriateness of the topic being discussed.

## **6. EVALUATION OF COMMUNICATIONS/PUBLIC OUTREACH PLAN**

It will be necessary to evaluate the effectiveness of the communications and public outreach tools being implemented through staff efforts. The following are ways to assess the effectiveness, evaluate improvements made in communicating with target audiences and determine what additional methods need to be added and how existing methods need to be adjusted.

When determining how to evaluate the success of a Communications and Public Outreach program at the Redevelopment Agency, it is important to ask what success would look like.

### **Measures of Success**

Success of the Communications and Public Outreach Plan can be measured in the following ways:

- LBRDA regularly utilizes a range of effective communications tools (measured by full implementation of Communications and Public Outreach Plan)
- Target audiences report increased access/level of information on areas of interest (measured by online survey April 2006)
- Numbers of attendees at PAC meetings increases (track meeting attendance)

### **Evaluation Mechanisms**

To evaluate these markers of success, the RDA PIO will do the following:

1. Track attendance levels at meetings including Board Meetings, PAC meetings and any others that relate directly to RDA activities. PIO will ask PACs to assess the numbers of people coming to their meetings either through record keeping or anecdotally.

2. Agency will conduct a survey in Year One of the Communications and Public Outreach Plan:

- Following the initial 12 months of implementation of the Communications and Public Outreach Plan, the Agency will set up and promote an online survey asking respondents to answer a short series of questions to determine if the respondent has a perception of receiving more or less information on redevelopment, what types of information they are accessing and if it is determined to be useful and whether or not they feel their understanding and access to redevelopment information has increased. A mechanism for reaching non-internet users will be utilized as well through direct mail.
- The Agency may also conduct focus groups in redevelopment project areas to engage residents in discussions about their access to information through RDA communications tools and ask for their feedback and suggestions on how to improve RDA efforts.

## **X. IMPLEMENTATION SCHEDULE**

The following Implementation Schedule is organized as a one-year plan of discreet projects and the steps needed to develop and manage ongoing projects. This schedule is intended to be flexible to allow the Agency to adapt to changing priorities, as well as respond to unforeseen events and needs.

### **IMPLEMENTATION SCHEDULE– Phase One (three months)** **October, November, December 2005**

#### **1. Complete Communications and Public Outreach Plan (Plan)**

- Complete Communications and Public Outreach Plan draft
- Present Communications and Public Outreach Plan to Agency and Community Development staff
- Present Communications and Public Outreach Plan to Project Area Committees
- Present Communications and Public Outreach Plan at Redevelopment Board meeting
- Present Communications and Public Outreach Plan to City Council
- Revise Plan; Final approved document completed
- Post Status Report and final document on website

#### **2. Newsletter Project – Monthly Online Newsletter for Redevelopment Agency**

- Create “Name the Newsletter Contest” for Redevelopment staff
- Finalize design and select name of newsletter
- Finalize publication schedule, funding and distribution mechanisms for newsletter
- Write copy of first newsletter to be distributed in November 2005
- Publicity campaign to notify readers of new online newsletter:
  - Newsticker on City homepage
  - Council-ticker
  - November on-hold phone message
  - Notice on City website homepage
  - Press release
  - Public Announcement document
  - Notice in The Wave
  - Putting newsletter in utility bills (January 2006)
  - Distribution through Neighborhood Services

#### **3. Public Outreach Activities**

- Regular release of Agency press releases and Community Announcements
- Present idea of broadcasting Agency Board meetings on Channel 8
- Present idea of streaming video of Redevelopment Agency Board meetings
- Present idea of Town Hall community meetings to Agency Board
- Present idea of alternating schedule of Agency Board meetings – one daytime, one night
- Use of Community Announcements – one-page releases to community organizations that include a photo or diagram and are used to announce Redevelopment Agency activities, project launches, groundbreakings, acquisitions and other important events
- Utilize advertising as a way to disseminate key messages for the Agency
- Utilize translators at all appropriate community meetings

#### **4. Interim Website Changes**

- Change website to create separate section for Redevelopment Agency/Community Development press releases
- Add navigation links to Agency website for press releases and newsletter
- Create place for newsletter to be posted
- Add Agency section to E-Notify to allow people to specifically receive information on Agency events and activities and press releases and the newsletter
- Additional website development will take place in Phase Two

#### **5. Project Signage Assessment and Development**

- Assess current state of Redevelopment Agency signage at project sites
- Increase use of signage at project sites

#### **6. Media Relations Plan**

- Revised press release program; new template, separate location on website, increased use of press releases
- Invite journalists to tour project areas as appropriate
- Develop relationships with journalists and editors
- Re-institute guest column program with Long Beach Business Journal

#### **7. Topic of the Month**

- Each month the Agency will highlight one theme or topic and will publicize new outreach activities or increase publicity on existing activity: For example, to increase the public's knowledge of how to get meeting notification, when and where meetings are publicized and how to get involved in Board, PAC and other meetings, January 2006 would focus on publicizing this information through a variety of outlets including the Agency newsletter, website, The Wave, newspaper notices, flyers distributed through the Neighborhood Services Bureau, community emails and other notices

#### **8. Develop Formalized Distribution Tool for Agency**

- Create email and mailing lists to use to disseminate information on Agency activities and projects
- This would entail gathering together all staff and Board email lists and mailing lists, creating additional lists from activities and events where people have signed up for information, E-Notify lists, and Neighborhood Services lists
- Create outreach email and mailing lists of faith-based organizations
- Neighborhood Services lists include:
  - Community email list of 1400 names
  - 150 flyer boxes for community organizations (includes Council offices, community police officers, neighborhood associations, neighborhood leadership trainees and other community members)
  - Mailing list of 2500 names from community organizations

#### **9. Internal Communications Items**

- Monthly Public Outreach Report to Redevelopment Board and staff including all staff public outreach activities from the preceding month

## **IMPLEMENTATION SCHEDULE– Phase Two** **January, February, March 2006**

### **1. Website Revision Project**

- Rewrite/revise existing website sections
- Work with Technical Services and Agency website to update site
- Add PAC Agendas to our website each month
- Add Frequently Asked Questions section to website

### **2. Calendar Utilization**

- Use Calendar on Agency site and overall City calendar on website to highlight Agency meetings, events and activities
- Use Agency newsletter Calendar to highlight Agency meetings, events and activities
- Post a monthly ad in area newspapers to notify readers of Agency meetings, events and activities
- Send media meeting notification
- Add Agency meetings, events and activities to monthly master City Calendar page; include Redevelopment Agency Board meetings, PAC meetings etc.

### **3. Speaker's Bureau**

- Increase Redevelopment Agency staff and Board member involvement in City's Speaker's Bureau

### **4. Redevelopment Agency Materials**

- Review all Agency materials and determine needs
- Create basic flyer (English and Spanish) for use at community meetings and events
- Write one-pagers on each 2006 bond project

### **5. Media Relations Plan – continued**

- Meet with reporters, editors, editorial boards to discuss Agency activities
- Work with local media to increase coverage, input from Agency Board and staff through op-eds, regular columns, appearances on cable shows etc.
- Pitch story ideas to media

### **6. Town Hall Meetings with Redevelopment Agency Board**

- Announce series of Town Hall meetings between community members and Agency Board
- Plan and develop speakers, venues, hosts for Town Hall meetings

### **7. Internal Communications Activities**

- Quarterly Progress Report to City Council and Agency Board
- Monthly Public Outreach Report

### **8. Training and Education Opportunities**

- Continue to offer training and education opportunities – such as California Redevelopment Association courses – to staff, PAC members and Agency Board members

- Provide comprehensive media training to Agency staff, PAC members, Board members and others on the most effective way to work with the media, what the Agency protocol is for working with the media and ways to structure projects and activities to be media-accessible

### **9. Continuation of All Phase One Activities**

## **IMPLEMENTATION SCHEDULE– Phase Three** **April, May, June 2006**

### **1. Continuation of all Phase One and Two Activities**

## **IMPLEMENTATION SCHEDULE– Phase Four** **July, August, September 2006**

### **1. Evaluation of Plan**

- Online survey setup and promotion on effectiveness of Communications and Public Outreach Plan
- Direct mail survey to select groups on effectiveness of Plan

### **2. Continuation of all Phase One, Two and Three Activities**

## **X. YEAR TWO COMMUNICATIONS AND PUBLIC OUTREACH PROJECTS**

The following tools and activities can be considered as possible Year Two Projects after the activities, events and projects of the first year are examined and evaluated. These projects can also be considered as the needs of the Redevelopment Agency change and shift due to increased communication with target audiences and their needs are being more strongly articulated.

- City Hall lobby display showing history of redevelopment in Long Beach
- Neighborhood meet and greet events
- Community charrettes
- Expanded Speaker's Bureau – Engage PAC members to speak to community groups on community organizing and redevelopment
- Advertising – increase use of advertising to publicize and promote Agency projects
- Photo library for use by media and internally
- Annual report
- Create mailing list of people who have expressed interest in redevelopment or come to a meeting etc
- Video presentation on history of redevelopment

## **XI. EVALUATION OF COMMUNICATIONS AND PUBLIC OUTREACH PLAN**

When evaluating the success of the Communications and Public Outreach Plan program, a variety of measures can be used:

- The Redevelopment Agency regularly utilizes a range of effective communications tools (measured by full implementation of Communications and Public Outreach Plan)
- Target audiences report increased access/level of information on areas of interest (measured by online survey)
- Target audiences report increase access/level of information available on areas of interest (measured by survey)
- Numbers of attendees at Agency Board, PAC and other meetings increase (track meeting attendance)
- Additional tools to be developed

